



August 15, 2018

Columbus City Council
City Hall
90 West Broad Street
Columbus, OH 43215

Re: Deep Concern for the Proposed Columbus Ticket Tax

Dear Columbus City Council Members,

By way of introduction, I am the Executive Producer of *Hamilton* on Broadway, in Chicago, on various tours across North America, and internationally.

I am writing to express our concern for the proposal to implement a Columbus ticket tax on admissions for the performing arts, entertainment, concerts, expositions, and other similar events held at venues inside the city of Columbus.

Columbus currently has a competitive advantage over surrounding cities that have such a tax, an advantage that lead us to favor Columbus as a high-priority venue for our touring productions of *Hamilton*. However, this financial advantage could be lost if the ticket tax is implemented. Our tickets are priced at the market maximum, therefore any additional expense to the tickets, such as a ticket tax, could result in less attendees.

Fewer attendees would lead to fewer and further between return engagements of *Hamilton* in Columbus, engagements we believe (based on data from other cities) will add to the overall economic impact on the city's economy as a whole.

Lastly, subscriber prices for performances have been set for the next year and our economic terms are based on those financial analyses without a Columbus ticket tax. Therefore, we are particularly concerned about the ticket tax going into effect for the upcoming season of 2019.

Support for the arts in Columbus should be a priority for everyone. Levying a tax on tickets may do more damage than good as it will decrease the vibrancy and volume of events in Columbus. We welcome the opportunity to meet with you to further discuss our concerns and thank you in advance for your consideration.

Sincerely,

Maggie Brohn
Executive Producer, *Hamilton*